

Station WWSB-TV SARASOTA, FL  
 Advertiser ( ) POLITICAL  
 Product OBAMA FOR AMERICA  
 Estimate# 1523  
 Buyer Katie Keuleman  
 Phone#  
 Fax#  
 Agency ( ) GMMB  
 3050 K ST NW  
 WASHINGTON, DC 20007  
 Agency C/P1/P2/E 95/101/1523  
 Flight Dates 08/14/2012 - 09/03/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) WASHINGTON  
 Salesperson ( ) BRAD PHILIPPS  
 Salesperson Phone# 202-955-5342  
 Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

MG FOR LN 4 1X 9/1 SHOWN ON LN 10  
 PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*4	SA	7P-730P	WHEEL OF FORTUNE	:30	\$400.00	08/18-08/18	1	1	1	\$400.00	
				[MADE-GOOD BY LINE(S) 9 10]			08/25-09/01	0	2	0		
				V9 Effective Dates Changed								
	*10	F	7P-730P	WHEEL OF FORTUNE	:30	\$400.00	08/31-08/31	1	1	1	\$400.00	
				Sales Remark: V9 MG FOR LN 4 1X 9/1								
				[MKGD FOR SPOTS MISSED ON LN #4: 9/01(1/WK)]								
				V9 Added								

---REPORT TOTALS---

Report Totals: 2 / \$800.00

---SALES MONTHLY TOTALS---

Aug 12: 22 / \$9,600.00 Sep 12: 14 / \$6,000.00  
 Sales Totals: 36 / \$15,600.00  
 Station Totals: 36 / \$15,600.00  
 Lines not sent/rcld/rtn: 0 / \$0.00

Rep Order# 9780239 Ver# 9 Status Revised  
EC'd Yes

Traffic Order# 31161

Printed: 08/22/2012 2:51 PM  
Last Received: 08/22/2012 2:45 PM  
Showing Buylines: All Rep & Sta Revised Lines

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---COMPETITIVE---

Market Totals

\$655,462

CABL 0%

UNKN 0%

WBSV 0%

WFLA 24%

WFTS 11%

WTOG 0%

WTSP 26%

WTTA 2%

WTVT 30%

WWSB 2%

Books null  
Demos RA35+